

Sell the
Inventory like
Your Tube



Walled Gardens



Open Web



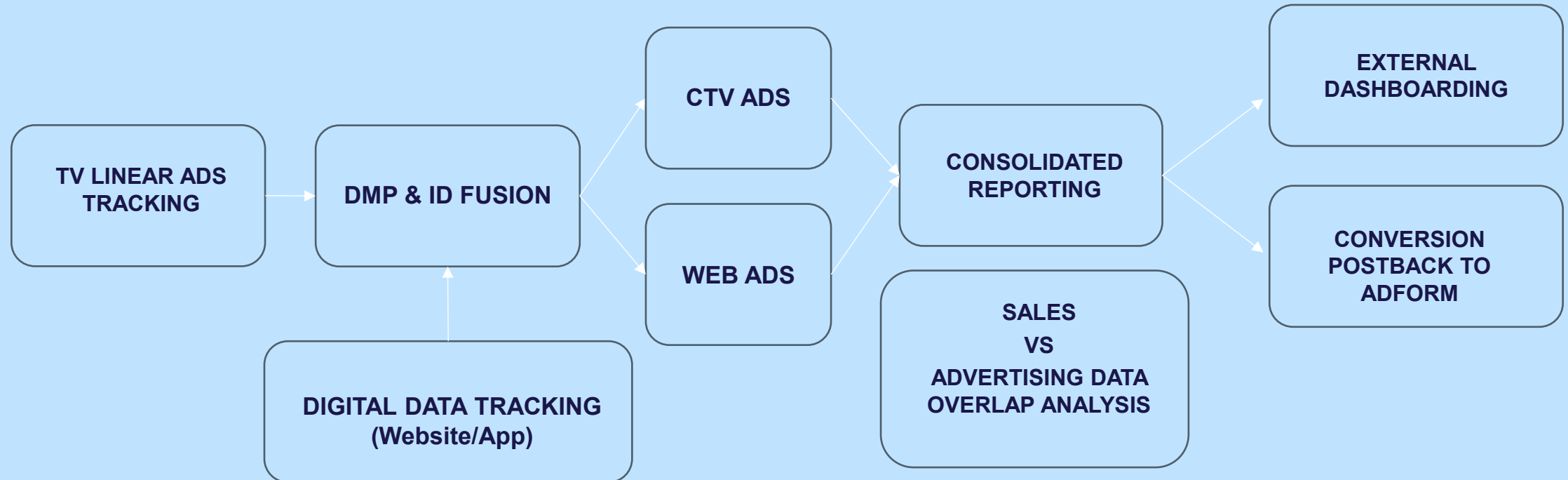
Are we aware of the threat?

Or threat to be an opportunity.

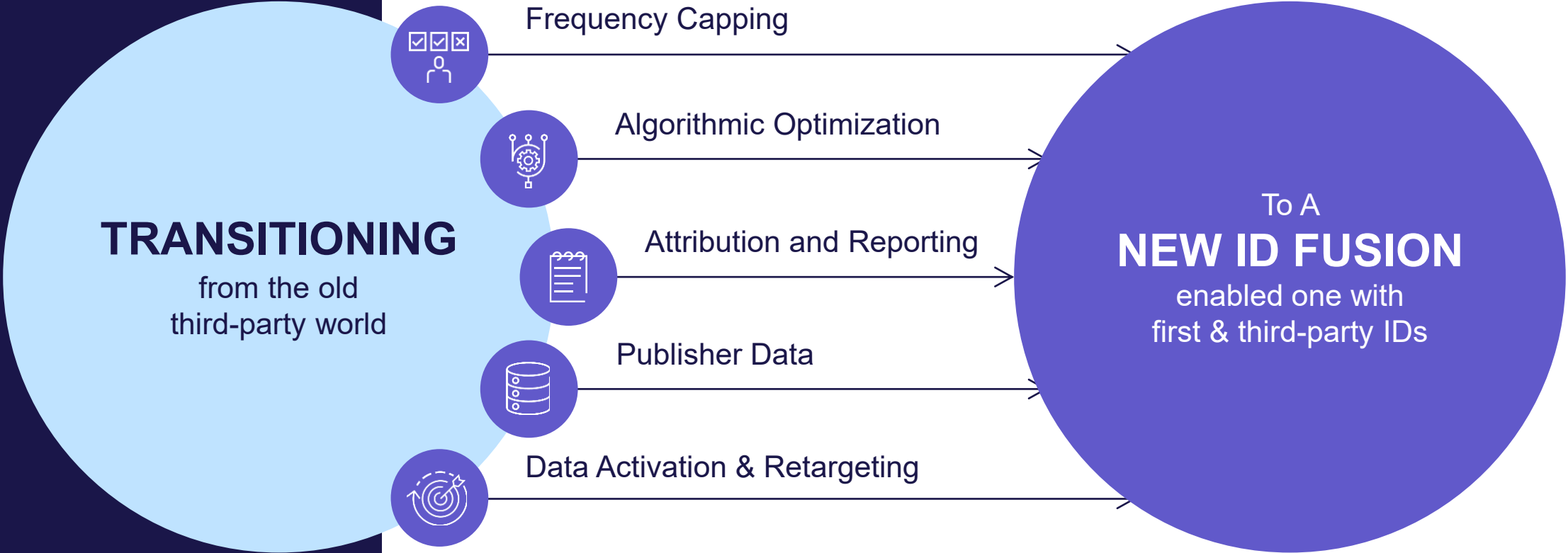
Targeting Consumers Who Does not Have Premium?

• Feature	• CTV (Connected TV)	• YouTube
• Screen	• Big screen (Smart TV, OTT apps, consoles)	• Cross-device (TV, mobile, desktop, tablet)
• Content	• Premium publisher content (Netflix, Disney+, Shahid, beIN, Hulu, Peacock etc.)	• Mix of user-generated content (UGC) + premium partners
• Brand Safety	• Very high (curated, licensed content)	• Medium – risk from UGC (mitigated with YouTube Select, filters)
• Targeting	• Household-level, limited audience data	• Very advanced – Google data (in-market, affinity, remarketing)
• CPM (Cost per 1k)	• Higher (20–40€ typical)	• Lower (3–10€ typical)
• Measurement	• Weaker (limited 3rd-party attribution)	• Strong (Google Ads, GA4, Brand Lift Studies)
• Reach	• Limited but premium	• Massive, daily global reach
• Buying Model	• Programmatic guaranteed, PMP deals	• Self-serve (Google Ads), DSP (DV360)
• Ad Completion Rate	• High (viewers rarely skip on TV)	• Medium (ads often skippable)

Bigger Screen & Adtech



Adform is here
to support your
transition



Capture attention across moments



8AM

On their phone
while commuting

First interest created



11AM

On their work laptop

*Second impression for
increased consideration.*



9PM

On their couch

*Purchase is completed
on the tablet.*

Capture attention across environments



8AM

On their phone
while commuting

First interest created



11AM

On their work laptop

*Second impression for
increased consideration.*



9PM

On their couch

*Purchase is completed
on the tablet.*

Capture attention, no matter what ID



8AM

On their phone
while commuting

First interest created



11AM

On their work laptop

*Second impression for
increased consideration.*



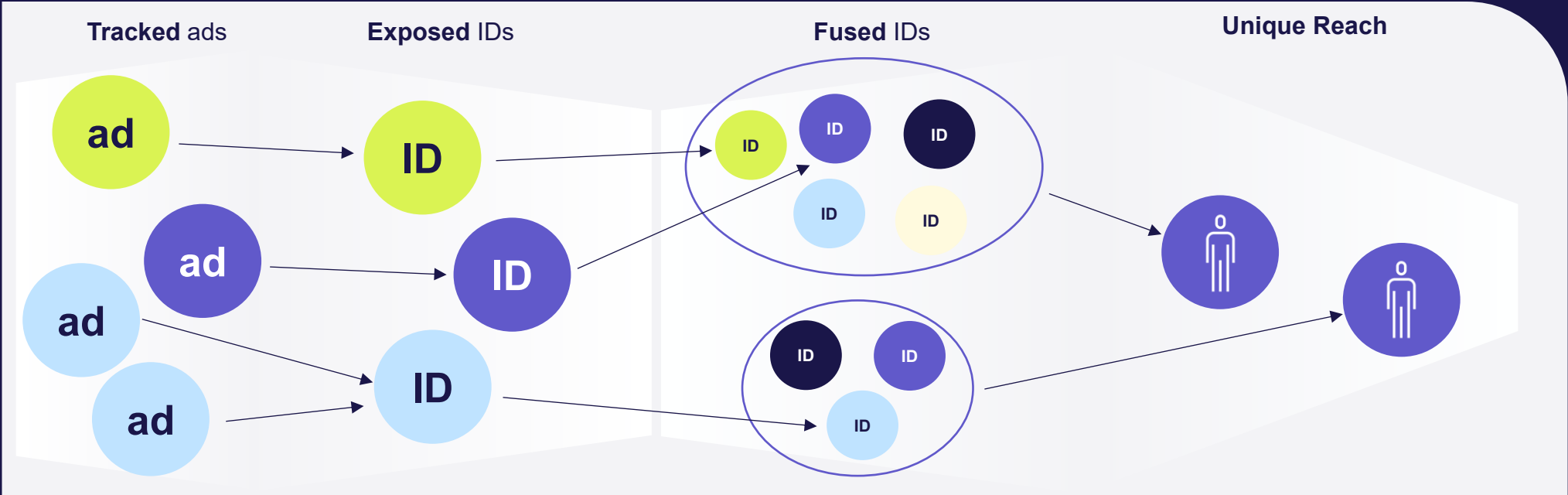
9PM

On their couch

*Purchase is completed
on the tablet.*

Introducing Unique Reach

Report your true Unique Reach



	Tracked ads	Exposed IDs		Unique reach	Avg freq
Adform	4	3	ID Fusion operates across 45+ IDs No further deduplication possible Where other DSPs fail	2 <i>True reach</i>	2
Standart	4	3		3 <i>Inflated reach</i>	1.33

Thank you!

adform

Change the game